

CO/AUULETTA.
YOUR
IDEAS
LIVE
HERE



co/A - competition brief

*AN INTERNATIONAL COMPETITION
FOR THE*

*REGENERATION,
VALORISATION,
TRANSFORMATION,*

*OF AUULETTA'S URBAN RUINS PARK
AND ITS TERRITORY*

**""YOU NEED TO START BY PUTTING OUR RUINS
TO GOOD USE""**

FRANCO ARMINIO, Terracarne.

"EVERYTHING IS CO- !"

METHODS PROCESSES OF CHANGE

methods processes of change,
love difference

[http://methodsprocesse-
sofchange.wordpress.com/](http://methodsprocesse-
sofchange.wordpress.com/)



a project sponsored by:
**Fondazione MIDA_Musei Integrati dell'Ambiente
Comune di Auletta**

coordinated by:
RENA_Rete per l'eccellenza nazionale

advisors:
snark - space making

video:
NOELTAN film studio

> general instructions

The first part of this call for entries (paragraphs 1-4) describes the competition conditions, in terms of the area development strategy and its implementation process.

The second part (paragraphs 5-7) describes the objectives and requirements of the competition in greater detail.

The third part (paragraphs 8-17) outlines the project timeline, as well as various technical aspects of the competition.

This application contains certain terminology to both improve readability and to begin the process of transparency and transferability:

1_HANDWRITTEN: IN ORDER TO BETTER EXPLAIN HOW THIS BRIEF WORKS YOU WILL BE FINDING NOW AND THEN SHORT PARAGRAPHS STATING THE RATIONALE BEHIND CERTAIN ASPECTS OF THE CONTEST STRUCTURE. IT WILL ALWAYS BE IN THIS COLUMN.

2_Benchmark: Some quality elements that we extracted from other contest experiences that we believe constitute best practices.

3_sources/quotations

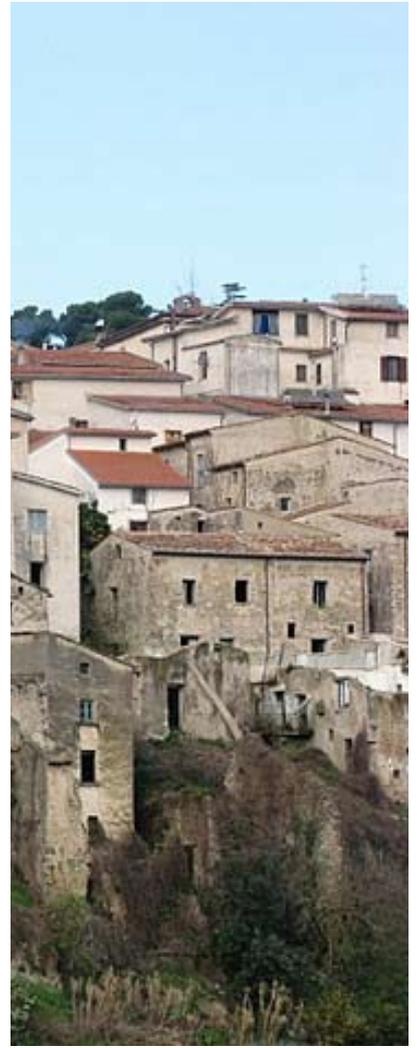
4_SIGNATURES: IDENTIFYING THE CONTRIBUTIONS OF THOSE PARTICIPANTS WHO HAVE WRITTEN VARIOUS PIECES OF THE CALL FOR ENTRIES (ALL UNSIGNED SEGMENTS WRITTEN BY SNARK - SPACE MAKING).

> general instructions

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**"WE WOULD LIKE TO THANK THE MIDA
FOUNDATION, THE MUNICIPALITY OF AULETTA,
THE PERMANENT POST-EARTHQUAKE
OBSERVATORY AND ANTONELLO CAPORALE
FOR THE CONSTANT SUPPORT, DIALOGUE AND
COOPERATION WHILE DESIGNING CO/AULETTA.
WE TRULY BELIEVE WE HAVE PRODUCED
THE TOOLS FOR A FAIR, DEMOCRATIC, AND
SUCCESSFUL TRANSFORMATION PROCESS."**

RENA, SNARK - SPACE MAKING



IMG BY SIMONE VALITUTTO

0_abstract

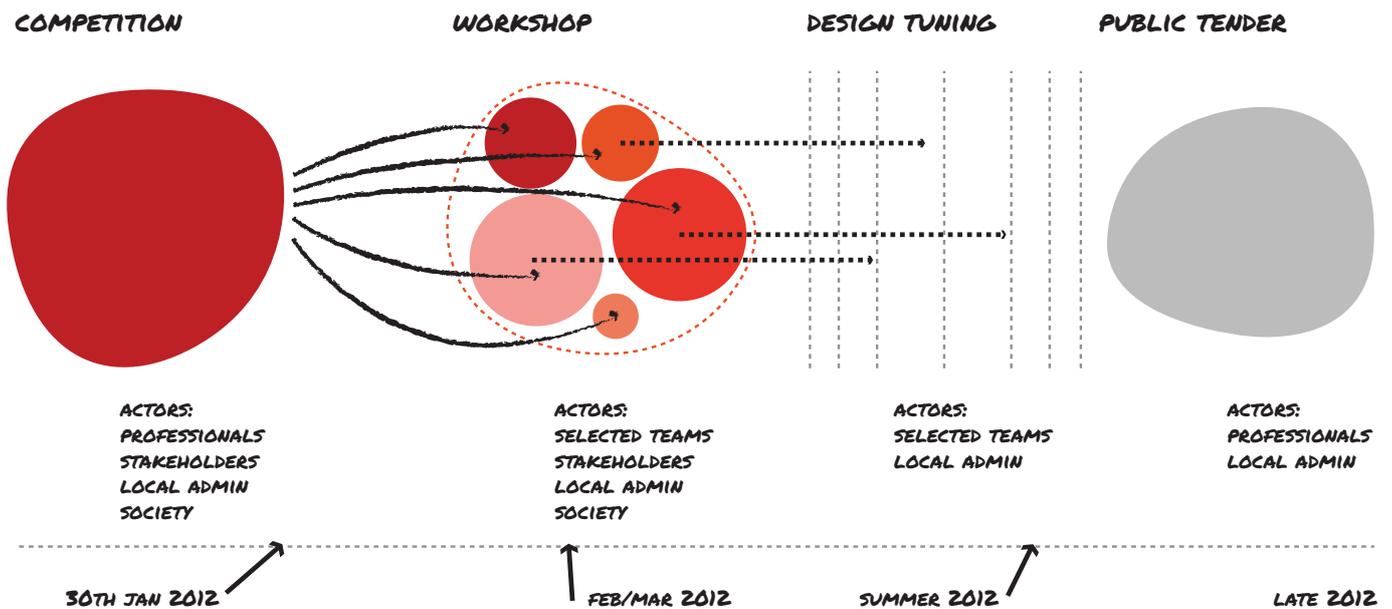
co/A is both an open contest and a workshop to collect ideas and contributions aimed at the transformation of the Municipality of Auletta – a small town located in the Campania region of Italy that fell victim to the devastation of the 1980 Irpinia earthquake. The goal of the contest is to select the best ideas, design teams, and participants for Auletta's future development and transformation at both the local and regional level.

1_the Auletta transformation process

Background: Auletta has begun the process of rebuilding its historical center (this process will also help local community to find a new point of view on the tragic earthquake of november 23rd 1980 and as well on its memory), with some urban redevelopment that are funded by Regione Campania: the creation of a park preserving the ruins, the introduction of accommodation facilities to promote access to and knowledge of a geographic area that is exceptionally enriched with resources and amenities. In recognition of the high potential Auletta holds for innovative redevelopment, the local parties involved have opted to elicit external expertise via a process based on a set of shared moral principles. The collaboration strategy is designed to establish and ensure sustainable area reconstruction and transformation. The coordinator of this process is RENA (“Rete per l’Eccellenza Nazionale”, Network for National Excellence), which has formed a specialised team of facilitators for the project.

RENA’s support represents an opportunity for the Auletta community to undergo a rebirth while examining their future prospects through a **development path** based on a **methodology of collective intelligence**. The strategy aims to generate innovative ideas for the sustainable regeneration of the area, and its ultimate goal leads to the implementation of the ideas presented in the winning proposal. The development path includes:

- > a **contest** to generate ideas and tools to create a vision for Auletta’s future development
- > a **workshop** to bring the selected designers from the competition phase together with local stakeholders in order to create a final development proposal
- > defining terms for **design implementation**. This stage of the process will be managed by the Auletta municipality, but the development path also provides opportunities for extended participation of winning applicants. This phase will entail the inception of a public tender for the project implementation assignment.



Why a contest?: The project is inspired by the desire to **foster a democratic process** of the highest potential. Too often in Italy the collaborative process is both weakened and debilitated by dysfunction, compromising the effectiveness of the work at hand while, at the same time, losing sight of the primary objectives. Co/Auletta strives to form an open competition based on the principle that the more effectively a contest call for entries can be written, the better the applicants can respond to the needs of the community. The call for entries, drafted after having gone through a thorough analysis of feasibility, is considered a key strategic instrument for area improvement and development: primarily to focus on and find answers to complex issues, but also for its ability to generate communal involvement and a collaborative approach to the following objectives:

> To bring innovation and transformation to the core of the contest procedure as a **strategic tool**.

> To rehabilitate and **restore trust** in the concept of contest procedure in the Italian context.

> To **foster innovation in contest procedural methods**: improving the performance results, freeing the contest process from the constraints of traditional approaches in order to operate within a more open and shared framework, and protecting the participants with the principles of transparency and collaboration rather than coercion and control.

The **values** driving this process are as follows: The willingness to collaborate, the propensity to delegate (i.e. the capacity to assign roles and to create responsibility, along with the ability to deliver the tools necessary for effective and long-term development), and trust in the endeavor of excellence in the collaborative nature of social development, which includes responsibility, transparency (of procedures), transferability (of design formats), and collective intelligence (as a key source of innovation).

It is essential to clarify intent, to predict consequences and forecast results. No strategy of renewal makes sense if it does not aim to improve the lives of the target community, and to show the impact of action in a place where accountability is often only accessory. The aim is to undertake a new exemplary and ethical approach of collective participation in the area development in order to ensure adherence to high standards in the action plan, the selection of ideas and, finally, in the transfer of know-how to the region.

For all of the aforementioned reasons this will not be a conventional contest carried out in a traditional way: it will instead be the realisation of **collective intelligence for social innovation**.(SNARK+RENA)

GIVING TOOLS IN ORDER TO MAINTAIN THE MAXIMUM OF CONTINUITY IN BETWEEN DIFFERENT DEVELOPMENT STAGES

GENERATING A FAIR, EFFECTIVE AND MEASURABLE PROCEDURE

WORKING ON THE BRIEF ITSELF, CONCEIVED NOT AS A DESCRIPTION OF REQUIREMENTS BUT AS A DEFINITIVE SET OF RULES THAT CAN CONCRETELY AFFECT HOW THIS PROCESS WILL BE EXECUTED

2_Key organisations

The contest derives first and foremost from the needs of the area, and is further driven by the demonstrated cooperation between the local government and a foundation that deals specifically with post-earthquake research and area development.

Municipality of Auletta: Auletta is an ancient town located on the eastern slopes of the Diano Valley (Vallo di Diano), approximately 3.5 kilometres north of Pertosa. Perched on a rocky ridge near the Tanagro River, Auletta lies in the vicinity of the White River tributary leading to Buccino. The area, susceptible to seismic activity, still bears the signs of past earthquakes, including the seventh-century earthquake in Buccino, and the disastrous earthquakes of Melfi and Irpinia, both of which have affected Auletta. The current population of Auletta is approximately 2,500 inhabitants. Since 1980, the historical center has experienced a gradual deterioration of its main source of industry – carpentry and woodwork. In fact, in the aftermath of the Irpinia earthquake, one particular area on the eastern cliff overlooking the Cretazzaro River was altogether abandoned, never to be inhabited again. The recent redevelopment of the historical center has extended this area, now called “Parco Urbano a Ruderì” (Urban Ruins Park), and it spans roughly 5,000 square meters, with its recovery and restoration program ongoing since 2005. The result of the recovery operation will be a complete physical restoration for its remaining citizens as well as the symbolic restoration of Auletta’s historical and artistic importance.

(MUNICIPALITY OF AUULETTA)

Auletta’s Role: Project recipient and co-sponsor

Objectives:

- Completion of the regeneration process
- Creation of hospitality services and further development plans to sustain a long-term recovery for the area affected by the earthquake.

MIdA Foundation: MIdA (“Integrated Environmental Museums”) is a unique integrated museum, devoted to nature through the creation of dramatic models depicting the environment and its phenomena.



The MIdA Foundation covers the Campania Region, the Province of Salerno and the municipalities of Pertosa and Auletta. MIdA was founded on the principles of enhancing this unique area by creating non-profit initiatives and promoting the area’s rich environmental and cultural resources.

The Foundation manages several geographical sites. First, the Pertosa Caves, as well as the Interactive Museum (MIdA01), which unveils the caves’ geological history through direct exploration onsite. Near the Pertosa Caves, the Botanical Museum (MIdA02), dedicated to the natural flora of the Cilento National Park and Diano Valley, has recently been inaugurated. MIdA’s additional exhibition spaces are located in the picturesque town of Auletta, including the “Jesus” Monumental Complex (MIdA03) and the “Urban Ruins Park” (MIdA04). The latter is situated on the cliff along the Cretazzaro River overlooking the town of Auletta, and also serves as the Foundation’s administrative headquarters. The Foundation’s operations are three-fold:

- 1) Asset management and property value. The management focuses heavily on environmental quality control.
- 2) Development of services in education, agriculture and general economic activities; local area management and promotion.
- 3) Research in the areas of earthquake recovery, the environment, history, archaeology, and the economy, through analysis of the current and long-term growth and development rates of the local areas. *(FONDAZIONE MIdA)*

IT IS IMPORTANT TO STATE WHO THE ACTORS ARE AND WHY ARE THEY SETTING UP THIS PROCESS AND WHY IN THAT SPECIFIC WAY.



Role: MIdA is the sponsor of the project

Objectives:

- Creation of a management model based on a framework formed at the local and regional level – an alternative to traditional models of post-earthquake operations.
- Creation of a managerial best practice that strengthens Southern Italy at the international level.

RENA: RENA, “Rete per l’Eccellenza Nazionale” (Network for National Excellence) is an independent organisation whose membership is comprised of young Italian professionals employed in both the public and private sectors at the local, national and international level. The key driving force behind RENA’s agenda and message is the collective desire to instill and maintain the values of openness, accountability, transparency, and equity in Italy.



The members are in their twenties, thirties and forties and are motivated by several shared ideologies, including: a curiosity of, and openness to, change and new approaches; an interest in the continuous improvement of their environment; and a willingness to navigate their own personal and professional paths in concurrence with a larger societal endeavor.

RENA brings together people who work in diverse professional communities, to ensure that the unique skills and passions each member contributes allow for the merging of ideas marked by the shared, overriding ambition of Italy’s growth. For the development of the technical dimension of Co/ Auletta, RENA is collaborating with its strategic partner, Snark - Space Making, tapping into Snark’s significant research on innovation in public transformation processes. **(RENA)**

Role: RENA is the project coordinator

Objectives:

- Determine how the structures and buildings recovered and preserved after the earthquake can be put to use in an innovative and economically sustainable manner.
- Maintain Auletta’s local ownership on the project, and ensuring the sustainability of the initiative in the long term.
- Transform Auletta and the Urban Ruins Park into an Italian cultural heritage site.
- Honor and adopt local culture, traditions and practices.
- Promote local economic development.
- Preserve the memory of the Irpinia Earthquake’s historical significance.

3_target

The competition is open to design teams from all disciplines who are eager to participate in an urban development and transformation project.

Designers of spaces, objects, services and devices (from the spoon to the city), urban analysts, social scientists, experts in sustainability (social, environmental, economic / financial), project managers, management experts, and social innovators are all invited to enter the competition.

The success of the competition will be elevated by proposals from interdisciplinary teams, those that include members with diverse skill sets, which should be reflected in the proposals themselves. Participants meeting this interdisciplinary criteria are especially encouraged to apply.

The competition is not targeted towards any particular professional category. Therefore, there is no prerequisite for membership in professional associations.

WE WANT TO CHANGE HOW A COMPETITION IS NORMALLY STRUCTURED: A PROMOTER (SUPPORTED BY PROFESSIONALS) ASKS FOR PARTICIPANTS' CONTRIBUTIONS AND THEN EVALUATES THEIR PERFORMANCE.

THIS IS IN CONTRAST TO A HORIZONTAL PROCESS IN WHICH ALL ACTORS ARE PUT ON THE SAME LEVEL> AFTER THE PROMOTERS, WE TALK ABOUT THE TARGET

4_project background

Auletta's history Legend has it that Auletta was founded by Auleto, the companion of the Trojan hero Aeneas, on his journey along the Mediterranean when he abandoned Palinuro to form a colony. Between the seventh and fifth centuries BC the first settlement was built along the left bank of the Tanagro River. Roman villas were later erected near Popilia, the stretch of land connecting Capua in Reggio to Calabria. The current center of Auletta was built on the southeast side of the Tanagro River during the Lombard era. Around this period is when the Auletta residents built churches, palaces and homes. The most prominent monument of the village is the Marchesale Castle, which was originally the home for the local rulers (the first being William of Hauteville and the last, Maioli Scanderbeg), as well as their distinguished guests (including Charles V, per historical record).

Italian military and political leader Giuseppe Garibaldi also stayed in Auletta, as testament to his political activism and to the passion of the revolutionaries of 1799 who built the Tree of Freedom and whose fate is remembered by the bloody uprising of 1861.

Auletta after the earthquake and today While observing the daily life of this village, with the elders sitting in front of the bar on the main road, the children coming out of school (too few to fill the building), and the presence of the small family-run shops and businesses, one can gather just who the people of Auletta are without reading the population statistics. The numbers do not match the impressions. Today the town population is 2,454, its lowest level since 1861. Despite a steady increase of revenues in recent years and the gradual influx of immigrant communities, population from 2001 to 2010 decreased by -1.3%. The average age is increasing year by year, with the 2010 median age at 43. For every thousand residents, 6.1 are born and 10.2 die, therefore, the rate of natural population growth is equal to the rate of migration.

The economy of Auletta is similar to those in nearby areas, such as Tanagro and Cilento. In the Diano Valley, the main factor behind ever-increasing depopulation is the fact that younger generations are studying and working in urban areas, leaving their hometown either for long stretches of time or permanently. Although they return on occasion, the departure of the young people can certainly be felt, as evidenced by the nearly 150 empty houses. Until a few decades ago, there had always been the train that departed from the station and headed North. The station has long been in a state of disuse, but there is a motorway that leads from the Diano Valley to Auletta.

The current state of the Urban Ruins Park Auletta is one of the municipalities in the Salerno region where signs of the 1980 earthquake still linger. The efforts of reconstruction are visible, as is the willingness of the local government to preserve, in remembrance of its past, the historical center that was destroyed. The idea of an Urban Ruins Park was eventually born – a park dedicated to the Auletta of yesteryear. The park area comprises approximately 25% of the town center, situated along the rock above the Cretazzaro River and facing the Lucania Mountains. This part of the ancient center has not faded into oblivion, despite being marked by two major symbols of permanent devastation: The first being the destruction of the buildings that were originally built with weak materials using old techniques, while the second, a more humanistic repercussion, was the total abandonment of the inhabitants for both social and economic reasons.

the Auletta area today With the undeniable beauty of its natural landscape and its optimal geographic position, Auletta lies only 70 kilometres from Paestrum, a charming, artistically rich area that was first founded by Greek colonists and now abounds with history, culture, and archaeological wonders. Auletta is also situated just 72 kilometres from Salerno, a city nestled between the magnificent Amalfi and Cilento Coasts abundant with natural beauty, culture, and historical value. The



IMG BY SIMONE VALITUTTO



IMG BY SIMONE VALITUTTO



IMG BY SIMONE VALITUTTO

Auletta region simply cannot address the potential for tourism, except in some rare cases. An even greater attraction in the region is the Padula Charterhouse (Certosa di Padula), a Carthusian monastery situated only 36 kilometres from Auletta. Sadly, this unique destination cannot generate economic stability or sustain small businesses since tourists often do not stay long enough to dine in the local restaurants or spend the night. In addition, the tourists visit almost exclusively on a seasonal basis, with little to no tourist activity for much of the year. The spectacular Pertosa Caves bring substantial tourist interest, but the tourists are a niche group of academics. Their presence is, again, largely seasonal and they tend not to remain in the area beyond their visit to the caves. Several initiatives have been undertaken by the institutions striving to boost tourist presence at the Pertosa site. These efforts include thoughtful redevelopment of the area, new institutions such as MIdA and its museum, as well as special event coordination including shows, sports activities, environmental gatherings, and musical performances.

The roots of the problems can be understood based on two fundamental factors: The lack of area knowledge and its potential is due to limited foresight in the past, with institutions instead favoring industrialisation, while subsidised agricultural areas have been found ill-prepared and under-resourced due to the crisis. Although the institutions have been making efforts in recent years to draw tourism and promote the inland areas, the operation as whole is a long-term goal without immediate results. The lack of proper attention to the area alongside the mass erection of low-quality buildings has resulted in the lack of a coordinated “aesthetic vision” for the area.

Lastly, the land outside the urban area is in a state of obvious neglect, with little effort being done to protect the environment, while at the same time they hope the development of local tourism is a potential solution to the economic problems. It goes without saying that building a tourism industry goes hand in hand with the advocacy of a healthy, clean, and harmonious environment.

the South and its past Auletta and Irpinia are part of a local and national story of development, heritage management, and post-quake modulation. One of the most significant chapters within the larger context of Italian earthquake history is surely that of Belice, Sicily, between the provinces of Agrigento, Trapani and Palermo, which was struck by an earthquake in 1968 that completely devastated many of the villages in the valley. Today, forty years later in Belice, the dialogue continues to be polarised into two camps – conservation and reconstruction – making it nearly impossible to find middle ground. The reconstruction process followed a logical and uniform area plan, yet at the same time, did not factor in demographical changes such as the rate of resident departures. The municipality of Gibellina should be considered an exception, as it chose a very clear path and managed to circumvent the dichotomy of environmental conservation alongside reconstruction. The old Gibellina became a work of magnificent landscape art by Alberto Burri (“il Cretto di Burri”), while the new Gibellina showcases an ideology of “architectural beauty”, an ideology which defied the original town reconstruction plan dictated by the local administration at the time. Gibellina’s vision and its reconstructive implementation is an interesting case that has created a precedent impossible to ignore, namely for the community’s innovative interpretation of what post-quake reconstruction should entail, none of which was conventional in thought or design. In the history of the relationship between the South and its heritage, contemporary art also plays a key role as evidenced by the Terrae Motus, a valuable art collection assembled during the aftermath of the Irpinia Earthquake, and which is now housed in the Royal Palace of Caserta, a UNESCO World Heritage Site. As an example of a logical focus on resources, one can consider best practice scenarios, including some cases of joint territorial valuations – like that which occurred between the Pollino National Park and The Favara Farm Cultural Park, which was focused on finding and maintaining the overlap between culture and territory.

The Italian post-earthquake story, with the logic behind the Co/ Auletta contest (see paragraph 11), now has the opportunity to be further written with a long-term vision that integrates culture, sustainability, and management capacity, all enhanced by the enormous potential of the local human resources.



IMG BY SIMONE VALITUTTO



IMGS BY SIMONE VALITUTTO

favara farm cultural park,

www.farm-culturalpark.com/



5_project objectives

The contest aims to select **projects** and **management models** for the development of Auletta, from the historical center design and reconstruction to the eventual arrangement of the work implementation. The primary objective is to **innovate and sustain the long-term future** of Auletta in the spirit of solid collaboration between **local** and **external resources**.

With the project being the ultimate sum of its parts, three key factors formulate the project's equation: **history** and **memory**, marked by the recent earthquake and the trauma of subsequent abandonment; the value and fragility of the **environment**; and a **contemporary design** that restores the historical center as a communal place marked by everyday social vibrancy.

We are seeking proposals that investigate alternative planning models in which there is a deliberate vision to ensure these three factors mentioned above are interwoven. The collaborative model is **not based on hierarchy nor constraints that could potentially polarise the factors at hand**. The planning models should be environmentally conscious with a vision of maximum sustainability for the community and region at large. For this reason, submitted proposals will be evaluated based on macro-objectives that give rise to complex ideas marked by sustainable transformation. Specifically, project proposals must:

A_ Create an innovative post-earthquake vision of transformation

Current and/or standard notions of post-quake redevelopment might not contain the right level of complexity required for the co/ Auletta project and should not be deemed as the "mold."

One of the objectives of the contest is to seek intermediary positions between two seemingly incompatible schools of thought in post-quake development – one being "conservation" and the other being "reconstruction".

These intermediary positions are unlikely to be pre-established: Instead, one of the goals of the call for entries is the eventual recognition of intermediary traits among the applicants and proposals, all the while acknowledging that intermediaries will likely not emerge until the onset of multi-layered communication between individuals, groups, activities, places, and institutions. The vision must be a result of a process rather than assumed from the get-go. This contest can, therefore, be considered an opportunity for post-traumatic alternatives to manifest themselves, which can ultimately benefit the local community at large.

B_ Responding to project needs:

_generate a model of temporary living space (concept / management of accommodation)

_generate devices that setup networking for area attractions and destinations (concept / relationship management of the park with local population)

_generate a model of cohabitation between visitors and residents through the means of energising and empowering residents, which can have a positive socio-economic impact (concept of managing relationships / community involvement in Auletta).

THE BALANCE BETWEEN DEVELOPMENT IN THE URBAN RUINS PARK AND WIDER MANAGEMENT MODELS IS FUNDAMENTAL FOR LONG-TERM SUSTAINABILITY OF A PROCESS THAT HAS TO HAVE A TERRITORIAL IMPACT AS WELL AS GENERATE A COHERENT AND SHARED VISION.

topografia del trauma,

<http://tworkshop.wordpress.com/>

(MOBILITY, COMMUNICATION, ...)

C_responding to more specific objectives

I.a_the development of **activities** relating to:

- _temporary residence > *IN SUPPORT OF THE "ALBERGO DIFFUSO"*
- _permanent residence > *IN SUPPORT OF THE AULETTA RESIDENTS*
- _public/private services
- _area use > *HOW TO BEST CONNECT AULETTA TO THE SURROUNDING RESOURCES FOR WHICH THE TOWN SHOULD BECOME A POINT OF REFERENCE*
- _local impact > *WHAT TRIGGERS THE TRANSFORMATION*
- additional proposals

*FOR A DEFINITION, CHECK HERE:
[HTTP://EN.WIKIPEDIA.ORG/WIKI/
ALBERGO_DIFFUSO](http://en.wikipedia.org/wiki/Albergo_diffuso)*

I.b_the development of **devices** to support activities

- material
- nonmaterial

*ACTIVITIES CAN BE SUPPORTED
BY ANY DEVICE: ARCHITECTURE,
SERVICES, ICT ETC..*

I.c_proposing a **management model** factoring in:

- processing (considering the project as a process)
- participating parties
- sustainability indicators: social, environmental, economic

II_propose an **involvement model** for the working group in the later phases of the development process

SEE PAR 7

D_areas of expected development

There are three main areas to be addressed in the contest, differing by scale and requirements:

I_urban ruins park (**area_A**)

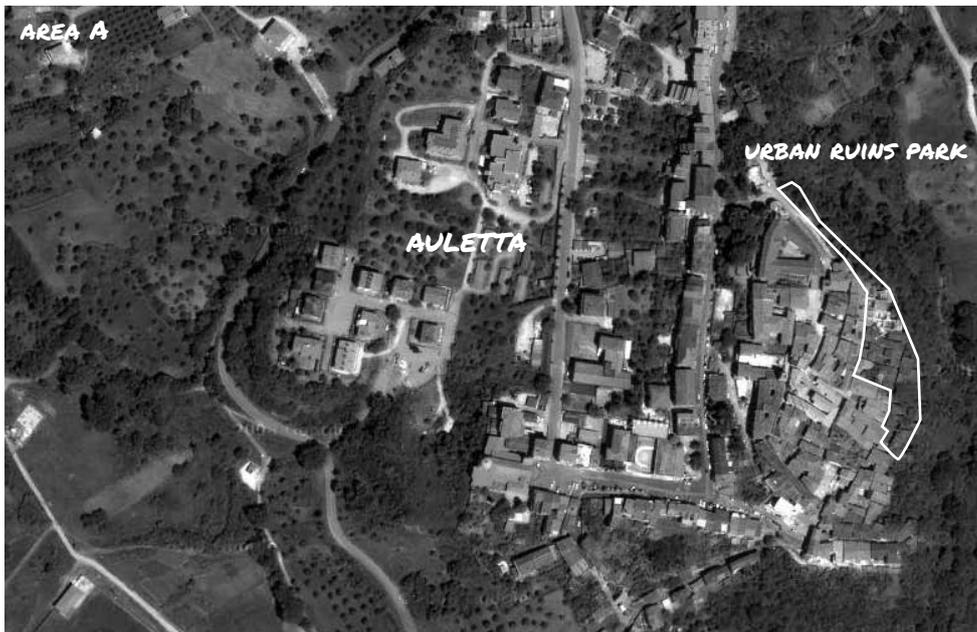
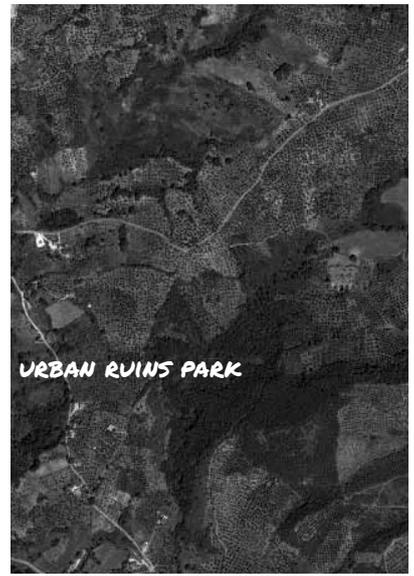
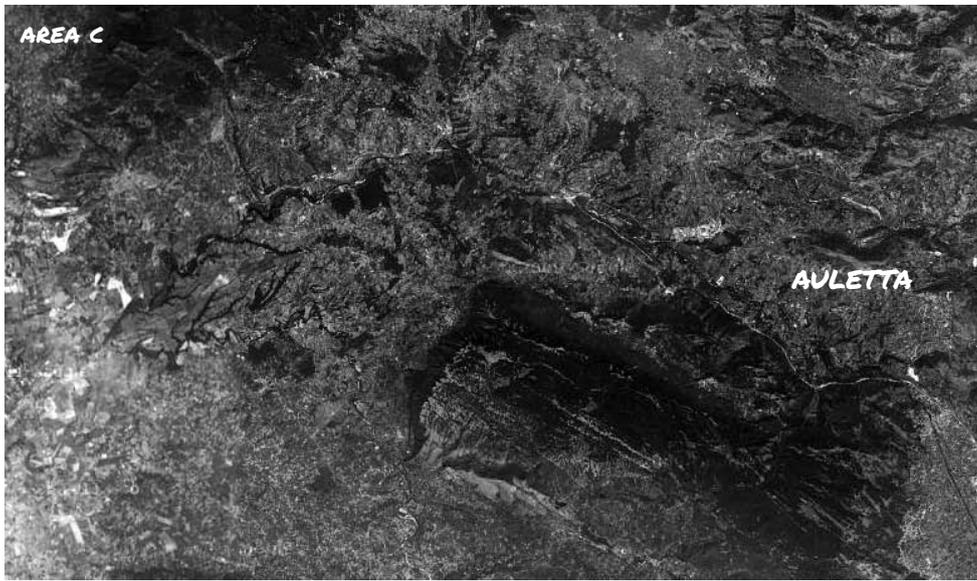
is the former city center in which the regional funds will be applied.

II_Auletta (**area_B**)

the regeneration of the urban ruins park will have a positive impact on the entire auletta municipality. A development plan must factor in Auletta's growth opportunities and critical issues.

III_the surrounding area (**area_C**)

this competition aims to transform a wider area beyond Auletta, including other municipalities (the municipality of Pertosa is closely connected to Auletta and the MIDA Foundation) and all the assets that define a relevant subregional system.



IMGS BY GOOGLE MAPS

project funding

The project will make use of regional funds, amounting to € 2,500,000, allocated specifically for the recovery of the Urban Ruins Park. **40%** of this amount is available for the implementation of the contest proposals.

The remaining **60%** excludes the fixed cost of the implementation and is to be allocated instead for operational and restoration costs (Therefore, these operational and restoration costs should not be factored into project proposal figures).

Management costs are not eligible for inclusion in this amount.

All of these parameters are referring to the current stage of the project. Therefore they do not have to be considered binding. They are provided in order to help participants set a development scale and to better understand the entire process. The project and competition sponsors are interested in searching for additional funding, in later development stages, to support participants' proposals.

EXPLICITLY: DO NOT LIMIT YOURSELF BECAUSE OF THESE PARAMETERS. WE'RE STILL EVALUATING IDEAS AND VISIONS. SUSTAINABLE PROPOSALS.

7_participant involvement

In proposal submissions, participants and teams will be asked to **specify how much involvement** they can realistically imagine for themselves after the contest itself and workshop. It is evident that a proposal based on the architectural redefinition of the Urban Ruins Park is vastly different from a management/business development model: both of them are expected to be submitted to co/Auletta.

The contest promoters have expressed their enthusiasm for openness and inclusion within the entrants' proposals, looking for the highest level of innovation and effectiveness. Therefore, participants are asked to propose the types of individual roles in which they envision themselves for the later stages of the project development.

This concept is meant to generate involvement opportunities for a multitude of contest proposal writers. Each participant can propose different ways of involvement within their respective submissions. Project promoters can then initiate individual negotiations with contest participants.

8_contest tipology

Open and **clear** contest

we ask participants to provide:

- **graphic storytelling** in A3 format (min 5)
- a **written proposal** in A4 format (maximum 20 pages)
- a **description of the team members** (maximum 500 words per participant)

The above criteria should **express, in great detail, both an understanding of and a response to the contest objectives.**

9_submission

submission format: **online.**

All submissions should be sent to: co.auletta@gmail.com.
Proposals are to be in **PDF** format with a maximum file size of **15MB**.

We are unable to accept or evaluate late submissions.

Due to potential online congestion on the final day of submission, it is advisable that you send proposals in advance.

10_timeline

launching **30/11/2011**

Deadline for clarification requests **30/12/2011**

Responses to clarification requests will be received by 07/01/2012

The deadline for proposal submissions is **30/01/2012** alle ore **23:59**.

The jury will meet within 10 days after the proposal submissions, and the results will be announced within two weeks after the contest conclusion date.

The workshop will take place within four weeks after the contest conclusion date.

AS WE CANNOT FORESEE WHICH KIND OF PROPOSAL YOU WILL BE SENDING US, HOW CAN WE INVOLVE YOU IN FURTHER DEVELOPMENTS? WILL YOU PROPOSE ARCHITECTURE? BUSINESS IDEAS? CULTURAL PRODUCTION? THIS IS CHANGING A LOT.

SO, TELL US HOW YOU WOULD LIKE TO BE PART OF THE IMPLEMENTATION (I.E. "I DON'T CARE ABOUT ARCHITECTURE BUT I HAVE SKILLS AND RESOURCES TO MANAGE THE URBAN RUINS PARK").

THIS WILL OPEN UP UNEXPECTED AND INNOVATIVE FORMS OF PUBLIC/PRIVATE COLLABORATION.

ANYONE CAN PARTICIPATE + NO ANONYMOUS SUBMISSIONS > ASSIGN VALUE TO PARTICIPANT IDENTITIES

THE COHESION OF A TEAM'S SKILLS AND THEIR PROPOSALS WILL BE A MATTER OF SPECIFIC EVALUATION

11_resources

Resources are available online (on the competition website, which provides also a brief description www.progetto-rena.it/coauletta) in the form of relevant attachments and tools for sharing knowledge: a **googlemap** and a **googledoc**.

gmap > <http://maps.google.it/maps/ms?msid=205509060170485066049.0004b28a781a1878f22dc&msa=0>

gdoc > <https://docs.google.com/spreadsheet/ccc?key=0Anz5oZq156gCdERqQm9XaDRrTDY0MXZZTXZPYXlyUIE>

These **documents** will be **open to modification**: during the course of the competition process, contest **participants** are invited to create and share additional knowledge with one another by integrating their own individual research into these existing documents. At the same time, the **community of Auletta** and **stakeholders** will have the possibility to access and supplement the information by filling an online **form** (form: <https://docs.google.com/spreadsheet/viewform?formkey=dEtsC2pzM2IGbXR4cExPZGdRU01USkE6MQ>).

The online information should be considered an **ever-growing database**, sparking the first form of collaboration among all parties involved.

Those participants who contribute to the preliminary materials will be awarded **additional points** in the evaluation phase (see evaluation criteria).

During the entire competition an online one-to-one info service about the area will be open, in Italian and English to allow participants to ask for more detailed information. The service will be based on a weekly limited amount of Skype calls (20 minutes maximum per call) to be scheduled in advance by written request to co.auletta@gmail.com. Each skype meeting content will be shared with other participants.

During the entire competition competition website www.progetto-rena.it/coauletta will publish **short video interviews** in which local subjects will share their experience of the area with participants.

12_evaluation criteria

The selection panel will evaluate the proposed models according to the following criteria:

- composition of teams **0>10**
- the proposal's compliance with the objectives of the contest **0>20**
- amount of innovation within the proposal **0>15**
- proposal feasibility **0>10**
- level of consistency within the model **0>10**
- quality of proposed activities **0>10**
- quality of the devices proposed **0 >10**
- quality of the indicators proposed **0>10**
- effectiveness of the management model **0>10**
- effectiveness of the sustainability model **0>10**
- integration of preliminary materials **0>5**

The selection panel's evaluations will be calculated in a grid of points corresponding to the above scoring scheme.

A system of qualitative assessment is at the discretion of the individual judges.

AS ALREADY SAID, THIS BRIEF HAS REALLY OPEN REQUESTS > ONCE STATED CLEAR STRATEGIC OBJECTIVES WE WANT TO DELEGATE TO PARTICIPANTS HOW TO GROUND THEM INTO PROPOSALS.

WE WANT YOU TO UNDERSTAND THIS PLACE: RESOURCES THUS BECOME A STRATEGIC ELEMENT FOR THIS COMPETITION.

MOST COMPETITIONS ARE FIXED, SELF-SERVING, SECRET PROCEDURES: THIS COMPETITION IS OPEN, EVERGROWING AND IT WILL BE A CATALYST FOR SOCIAL AGGREGATION: ADMINISTRATION, PARTICIPANTS, AND SOCIETY WILL BE COLLABORATING FOR A COMMON GOOD.

SEE PAR. 12

milanificio,

upcoming

HOW TO RENDER COMPLEXITY? DATA, STORIES, QUALITATIVE, QUANTITATIVE RESEARCH..

nuovi committenti, atitolo

www.atitolo.it/ITA/2_1nuovic.htm

13_jury

The selection panel will be composed of individuals with **expertise** in:

**modenacambiafaccia,
comune di modena**

a_quality analysis of project proposals

b_quality assessment of economic/sustainability management models

C_assessment of relevance and applicability to the local area:

- _local stakeholder
- _area stakeholder –MIdA Foundation
- _representative – MIdA/Post-earthquake Observatory
- _representative – Auletta Municipality
- _an individual coming from another Italian area that has also been greatly affected by an earthquake

**WE ARE WORKING ON THE JURY
TEAM: ONLINE BY DECEMBER 15TH!**

14_ranking&awards

The selection panel evaluation will be divided into two phases:

1_evaluation of the contest entries > selection of the best proposals to participate in the workshop (3 to 5 proposals).

2_the final ranking will be determined at the conclusion of the workshop, based on further assessment, stakeholder feedback, and any new information obtained subsequent to phase one.

Jury will **assign the same prize** to all proposals admitted to the workshop for a total amount of 5.000 €.

Travel expenses, meals, accommodation and workshop participation for those selected by the jury shall be covered by the organisation.

The **workshop is open to other contest participants** who have not been selected for the second phase of evaluation, at their own expense.

Upon publication of the final rankings of the competition, the administration has the right to **engage in future-development negotiations** with the selected participants in order to **assign consulting tasks** as stated by regional fundings.

These consulting tasks will be directed to integrate participant proposals as guidelines for the public tender.

At the end of the transformation process, a public exhibition and corresponding publicity will be organised.

**REGIONAL FUNDING DEFINES THE
OPPORTUNITY TO DIRECT 10% OF
THE TOTAL AMOUNT TO DESIGN
CONSULTING EXPENSES.**

**THIS WAY WE CAN GRANT THE
OPPORTUNITY TO PARTICIPATE IN
LATER STAGES OF THE PROCESS
TO ALL THE DIVERSE SKILLS
REPRESENTED IN THE PARTICIPANT
PROPOSALS.**

15_transparency/protection/ transferability

The Co/ Auletta contest strives to represent an exemplary practice for public processes of development and transformation. Therefore, transparency, protection and transferability are essential elements of said process. The website of the competition, <http://www.progetto-rena.it/coAuletta>, will be continuously monitoring and documenting the contest process, therefore upholding the principles of transparency and transferability.

Co/A is a cooperative community of designers. The ideologies of co-creation and knowledge sharing should significantly overshadow the propensity for exclusivity and individualism.

transparency

- all subsequent tools, indicators and materials will be **open and accessible** within the corresponding sections of the website <http://www.progetto-rena.it/coAuletta> as each phase of the contest progresses.

- **evaluation**: all material produced in each administrative phase (in particular, the selection panel's reports and evaluations) will be made available to applicants.

- transparency in the **allocation of resources** for the transformation process: the project budget will be made public.

- subsequent stages of work negotiation and development with the winning participants will be monitored and made accessible on the website.

protection

- the entire process is protected by creative **commons licence**,
- all of the contest entries remain the property of the authors in accordance with italian **creative commons no derivative licence > CC BY - ND 3.0**.

share your knowledge,
fondazione lettera 27

www.lettera27.org/index.php?idlanguage=2&zone=9&idprj=47&idsubprj=1777

creative commons italia,

www.creativecommons.it/

synthesis of **CC BY - ND 3.0**

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transferability

All materials, results, indicators, and tools for transferability will also be available and open in **Wiki** formats.

**EVERYTHING TRANSPARENT,
EVERYTHING MEASURABLE,
EVERYTHING CODIFIED IN
OPENSOURCE PROCEDURES AND
TOOLS: USE THIS KNOWLEDGE!**

16_further information

Requests for clarification should be sent to co.auletta@gmail.com by 20/12/2011. Requests will receive a response by 31/12/2011.

17_contact

The call for entries and all corresponding enclosures are available at

www.progetto-rena.it/coAuletta/

follow all news about the project on facebook!

www.facebook.com/events/247662308628397/

contact email

co.auletta@gmail.com

18_terms

by subscribing to the competition and submitting entries participants are accepting the terms stated by this brief.

**THANK YOU!
SEE YOU ONLINE AND AT THE
WORKSHOP!**